Fire Service Campaign Kit

Fire Prevention Week

October 9-15, 2005

NEW and Improved!!

Use Candles with Care: When you go out, blow out!

ALBERTA FIRE COMMISSIONER'S OFFICE

Alberta
MUNICIPAL AFFAIRS

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MUNICIPAL AFFAIRS

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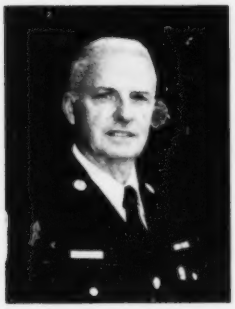


August 2005

Dear Fire Chief:

October 9-15, 2005 is Fire Prevention Week. Fire Prevention Week reminds and encourages fire and injury prevention organizations to promote and practice fire prevention and safety in their communities. This year Fire Prevention Week focuses on candle fires and the theme is: **"Use Candles with Care: When you go out, blow out!"** This year's theme recognizes candles as a significant fire hazard and reminds the public about fire safety when using candles.

In response to your feedback the Alberta Fire Commissioner's Office (FCO) has made some exciting changes to this years' campaign kit. The safety tips sheets have been removed from the kit, updated and posted on our website under the heading 'Fire Facts' at www.municipalaffairs.gov.ab.ca/fco) and a fire event planning guide, children's activity worksheets and a fundraising letter have been included to simplify your fire service activities. Please use and duplicate the contents of this campaign kit to support your Fire Prevention Week activities.

Other resources provided by the FCO for Fire Prevention Week include the "Fire Safety Starts with You" children's activity booklet, courtesy of ATCO Gas and ATCO Electric; 'Fire Facts' safety tip sheets; and selected media events. For more information on these resources and other planned events, visit the Fire Commissioner's Office website at www.municipalaffairs.gov.ab.ca/fco or phone Te-Jay Smart at the office (780-644-4692).

I encourage each and every Alberta Fire Department to participate in this year's Fire Prevention Week. Teaching the public to prevent fires, install, test, and maintain smoke alarms, and know what to do in a fire emergency, can save lives.

Yours in fire safety,

Pat Graham
Fire Commissioner

Alberta Fire Statistics

The following tables provide Alberta fire statistics from 1994-2003.

Table 1. Fire Losses in Alberta (1994-2003)

Year	Number of Fires	Fire Deaths	Fire Injuries	Property Loss ($)
1994	6,897	25	490	110,138,438
1995	6,528	36	425	111,140,466
1996	6,304	41	451	120,556,429
1997	6,670	37	448	141,964,034
1998	6,579	20	429	139,492,065
1999	6,380	51	386	146,519,201
2000	6,457	27	341	158,746,151
2001	7,022	43	393	230,420,249
2002	5,985	31	307	274,613,170
2003	5,627	24	324	346,173,379
TOTAL	64,449	335	3,994	1,779,763,582

Annual Alberta Fire Losses

On average, per year, there are:

- 6,445 reported fires in Alberta
- 34 fire deaths
- 399 fire injuries
- $177,976,358 in property losses

Table 2. Home Fire Losses in Alberta (1994-2003)

Type of Home	Number of Fires	Fire Deaths	Fire Injuries	Property Loss ($)
One and Two Family Dwellings	11,174	139	1,349	414,256,438
Apartments	4,080	38	883	150,714,304
Mobile Home (1 or 2 family units)	1,238	42	133	40,079,294
TOTAL	16,492	219	2,365	605,050,036

Alberta Home Fire Losses

- Twenty-six per cent of all Alberta fires happen in homes.
- Home fires are responsible for 65% of all fire deaths in Alberta.
- Home fires are responsible for 59% of all fire injuries.

- The majority of home fires start in the kitchen, exterior wall (from outside exposure fires), bedroom, and living room.
- Smoke alarms were installed in only 57% of the homes that experienced fires from 1999-2003. Of these, only 37% are known to have activated during fires. Those that did not activate (31%) were primarily due to lack of a power source—no battery, dead battery, or electricity off or disconnected.

Table 3. Major Known Causes of Home Fires in Alberta (1994-2003)

Fire Causes	Fires	% Fires	Deaths	Injuries	Property Loss ($)
Cooking *	3,914	24	28	649	60,602,901
Smoking **	1,935	12	72	403	62,044,801
Heating Eqpt. Related	1,755	11	18	218	63,205,643
Arson/Set Fire	1,632	10	17	178	53,338,939
Electrical Distrib. Eqpt.	1,043	6	7	73	55,507,943
Child Fireplay	860	5	10	247	26,348,551
Candle	786	5	9	183	21,579,202
Exposure Fire ***	772	5	0	3	73,819,544
Clothes Dryer	539	3	1	15	6,851,003
Appliance/Equipment Related	511	3	1	43	15,347,074
Light/Fluorescent Bulb	399	2	4	49	13,360,560
Flammable/Comb. Liquid Ignition	187	1	2	59	5,479,750
Welding/Torch Too Close	138	1	0	15	14,129,474
Match/Lighter Not Used From Smoking	96	1	2	19	1,808,911
Flammable Gas Ignition	54	0	6	18	3,131,151
Inadequate Control of Open Fire	33	0	1	0	750,257
Other Causes/Unknown	1,838	11	41	193	127,744,332
Total	16,492	100	219	2365	605,050,036

* *The majority of cooking fires involved overheated cooking oil catching fire while frying foods in pots or pans heated on stoves.*

** *The majority of smoking fires involved ignition of furniture*

*** *An exposure fire is a fire that spreads to adjacent properties*

Home Fire Causes

- Fires related to cooking (24%) are the number one cause of fire in Alberta homes.
- Smoking is the number one cause of home fire deaths in Alberta.
- Cooking is the number one cause of home fire injuries in Alberta.
- Candles are the 7th highest cause of home fires (see attached candle fire tip sheet for more detail).

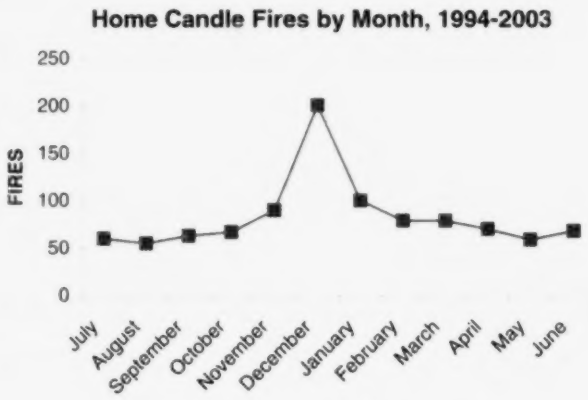
Use Candles with Care: When you go out, blow out!

This October, communities across North America will receive an urgent fire safety message: "Use Candles with Care: When you go out, blow out!" This message is both a theme and an alert to the general public. It conveys the idea that candle fires are a serious part of the fire problem and that consumers need to increase the precautions they take with candle usage.

Candles are a major cause of home fires. On average there are approximately 80 candle fires a year in Alberta. Candle fires radically spiked between the years of 1994 and 2001, with some decline in 2002 and 2003. While the last two years indicate a small drop in candle fires, these figures are still too high. In fact candle fires have increased by 20% over the past decade. This increasing fire trend has followed the soaring popularity of candles and their usage. According to the National Fire Protection Association you can now find candles in 7 out of 10 households and a typical manufacturer offers between 1,000 to 2,000 specific varieties of candles. None of these candles are required to meet any type of safety standard.

Candle fires become an even larger problem during the winter months, especially around the December holidays. During the Christmas period (Dec 15-31) candle related fires go up approximately 140%. This time of year requires extra attention for candle fire prevention and safety.

With education and a heightened public awareness, we can decrease candle fires and their related deaths, injuries and property losses.



This year's Fire Prevention Week theme is a reminder that burning candles are open flames and contain heat with the potential to cause a serious and even fatal fire! It is a reminder that when candle users "GO OUT", leave the immediate candle vicinity, fall asleep or become distracted by other events, they must "BLOW OUT" the candle flame first. Candles may seem harmless, but without proper supervision they are a disaster waiting to happen. Candle flames can flare up, toys and decorations in the wax can ignite, candle containers can melt or crack, and even the wax itself can reach a high enough temperature to start on fire or start nearby objects on fire. We use candles so often that we tend to develop a false sense of security when we use them. We take their safety for granted forgetting that they are fire hazards and require extra care and attention. Prevent candle fires from happening in your home. When you 'go out' of the candle vicinity or 'go out' by falling asleep, ' blow out' the candle flame first.

In addition to candle safety, homeowners are urged to prepare for a fire emergency in case a fire does happen. In the event that fire does occur, you may have as little as three minutes to escape. A small fire can erupt into "flashover in less than three minutes." That's what it's called when a room gets so hot everything suddenly bursts into flames. Three minutes is not a lot of time to recognize a fire emergency and organize an escape. Experienced firefighters know what fire is like. In their words, **"Fire is fast, dark, hot, smoky and deadly.**

A small fire can produce enough smoke to fill a house in minutes. Air temperature in a burning room can reach 300 degrees Celsius—three times the temperature of boiling water! That's hot enough to melt clothes to your skin—hot enough to scorch your lungs in one breath. **Most people who die from fires die from breathing smoke and toxic gases—not from flames.** In a fire, carbon monoxide, hydrogen cyanide, ammonia and hundreds of other chemicals in the smoke can poison you and attack your eyes, nose, throat and lungs. They numb your senses and leave you dazed; potentially preventing you form finding an escape route in your own home. You will need an early warning of smoke and fire danger from your smoke alarm and a routine fire escape plan to ensure that you will escape from a fire emergency in time.

- ❑ Have at least one working smoke alarm on each level of your home between sleeping rooms and in other living areas.
- ❑ Make sure your smoke alarms are always in working condition by testing them at least monthly and ensuring a steady power supply—a live battery or household electricity.
- ❑ Have and regularly practice a home fire drill. A fire emergency is no time to find out that unexpected obstacles including human behavior; loss of judgment; physical and mental impairments; blocked exits; intoxication; and use of medications may prevent you or your family's safe escape. Address these factors ahead of time so that you will know exactly what to do, almost automatically, to quickly and safely get out from a burning house.

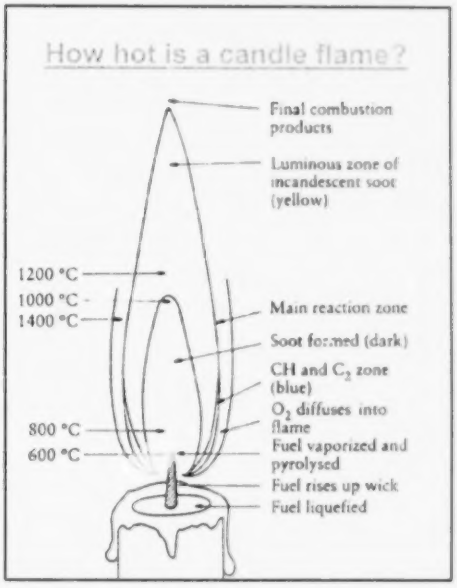
FIRE FACTS

Candle Fires

Candles have become a very popular décor item. They can scent the air with mood enhancing aromas, provide us with a warm, calming, relaxing atmosphere, and be used in worship ceremonies. Despite their appeal and popularity, candles can be a very dangerous item.

The Facts

- Candle fires are a serious part of the fire problem. They are the 7th highest cause of home fires and have generally been increasing over the past 10 years.
- A lit candle is an open flame.
- One tiny candle flame can reach 1,400 °C, 14 times the temperature needed to boil water.
- Candle flames can flare, candle containers can get too hot and melt or crack, hot wax can start objects on fire, and the candle wax itself can start on fire.



Where do candle fires start?

- The majority of candle fires occur in the home (90%).
- In Alberta, between the years 1994 to 2003, there were 851 home candle fires. These fires caused nine fire deaths, 191 fire injuries, and $23,013,946 in property losses.
- The majority of home candle fires start in the bedroom (39%), followed by the living room (33%).

How do candle fires start?

- Leaving candles unattended, falling asleep while candle is lit and using candles for light are the most common causes of candle fires.
- Other common candle fire causes include the candle being located too close to burnable objects, falling or being knocked over by children, pets, or sudden drafts, and the release of hot embers from the flame.

What do candles ignite?

- Candle fires most commonly ignite furniture (18%), followed by bedding/mattress/pillow (11%), plastics (6%) and the candle wax itself (5%).

When do candle fires occur?

- Candle fires are more frequent in the months of November, December, and January, with a peak in December at 20 times the average monthly number of incidents.
- During the Christmas period (December 15-30) candle-related fires go up approximately 140%.

The Law

- There are no legal standards or regulations for candles, including their make, design, safety features, location, or use.
- Candles are not tested by a testing agency for safety before they are put on the market for you to buy.

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Safety Tips

- Extinguish candles when leaving the room or going to sleep.
- Keep lit candles away from items that can catch fire such as toys, clothing, books, curtains, Christmas trees and paper decorations.
- Place candles in sturdy, burn-resistant containers that won't tip over and are big enough to collect dripping wax.
- Don't place lit candles in windows where blinds or curtains may close or blow over them, and don't use them in places where children or pets could knock them over.
- Never let candles burn down to the bottom. Extinguish candles when they get within two inches of the holder or decorative material.
- Never leave children or pets alone in a room with lit candles.
- Do not allow older children to light candles in their bedrooms—a forgotten candle or an accident is all it takes to start a fire.
- During power outages exercise caution when using candles as a light source. Many destructive fires start during such times since potential fire hazards can go unnoticed in the relative darkness.
- Never use a candle for light when fuelling equipment such as a camp-fuel heater or lantern.
- Keep candle wicks short at all times. Trim the wick to one-quarter inch (6.4 mm).
- Be wary of buying novelty candles. Avoid candles surrounded by flammable paint, paper, dried flowers, or breakable/meltable containers.
- When buying or using novelty candles, try to determine if they pose a potential fire hazard. If they do, or you suspect they might, inform your local fire department or the Product Safety Bureau of Health Canada in Edmonton at (780) 495-2626 (Edm_Prodsafe@hc-sc.gc.ca) or in Calgary at (403) 292-4677 (Cal_Prodsafe@hc-sc.gc.ca).
- Install at least one smoke alarm on every level of your home. Test them monthly to ensure they are working and replace batteries once a year. Practice a home fire escape drill.

Alberta Candle Fire Case Studies

The following case studies may be duplicated for use in local newspapers, magazines, newsletters or news releases and may be distributed to schools or at public events where fire prevention and safety are promoted. Please use these cases to enhance your Fire Prevention Week programs and/or media promotions.

Edmoton (2002)
Deadly fire started by candle. The resident of a second floor suite in a four storey appartment building died when a lit candle in the living room ignited nearby teddybears. When the resident moved the burning stuffed animals from the livingroom into the kitchen area the fire spread to involve the entire kitchen. The residents smoke alarm did activate and it also automatically contacted the fire department. Fire response personnel arrived at the location 14 minutes later and found the resident dead, lying in the suite's hallway and storage closet. Resident sustained 2nd and 3rd degree burns and succumed to smoke inhalation. Damages were estimated at $50,000.

Edmonton (2002)
The power was disconnected and it was dark in her mobile home this particular evening; so she lit a candle to provide a source of light. She placed her candle on a bedroom shelf and left it unattended while she went into another room. When she returned to the room, there was a large fire spreading across the ceiling and floor. The fire soon spread down the corridor and then even extended beyond her home. The fire department was called and was able to extinguish the fire, but two injuries occurred, the resident's 30 cats did not survive, and there was $20,000 in property losses. It was concluded that the unattended candle started wooden panelling behind the shelf on fire.

Red Deer (2002)
On an early Wednesday evening in January a smoke alarm in a one year old mobile home began to screech, warning of a fire emergency. The fire department was notified and extinguished the fire to find $10,000 worth of property damage and two injured occupants (one occupant was taken to the hospital for smoke inhalation). The occupants were later to find out that their pet dog had knocked over a lit candle in their living room which started their carpet on fire and spread across the room.

St.Albert (1996)
Reading by candle light was the cause of a massive fire, causing $190,000 in property losses and two injuries, in a one storey home in St.Albert. At midnight a teenager was reading her book in her basement bedroom by the light of a soothing candle. The candle ignited nearby bedding and quickly spread to her curtains and walls. The teenager reacted quickly and attempted to carry the enflamed mattress upstairs and outside the front door. While carrying the mattress upstairs to the front entry way and door ignited. The teenage girl received burns to all of her chest and leg areas. The grandfather, the homeowner, was alseep downstairs at the time of ignition and suffered smoke inhalation.

Bonnyville (2003)
Unattended candle causes $100,000 in property damage. An appartment unit located above a commercial furniture store started on fire when the resident left the apartment to go to work and forgot to blow out the candle flame, which was being used to illuminate the apartment in place of the

discconnected power. The fire began in the kitchen area, but the material first ignited could not be determined. The fire was noticed visually and the smoke alarm activated and notified the monitoring company who called the fire department. Fire response personnel arrived on scene in four minutes and extinguished the fire before it spread to the furniture store on the first storey.

Edmonton (1996)
One November evening four occupants of an upper section four level split condo unit slept, unaware of the fire emergency that was happening in their home. An unattended candle left burning on the bedroom dresser had ignited the dresser top and in little time at all had spread and started toys, books, and a nearby birdcage on fire. Everyone in the home was awakened and notified of the emergency when the smoke alarm sounded, but were unable to escape the fire without injury. The smoke alarm automatically notified the fire department who attended the scene and found one woman and three children with smoke inhallation and one bird who did not survive the fire. Damages due to property losses reached $6,000.

Edmonton (1996)
It was a Saturday night and their was no power in their basement suite of the 4 storey appartment building. The five occupants in the suite used candles as an alternative for the missing light in their appartemnt. When the occupants fell asleep one single candle continued to burn in a bedroom. At 2:00 am the candle wax of this particular candle started on fire and spread to the nearby bedroom contents. Damage was confined to the bedroom area. The fire was visually spotted and the fire deparmtent was called and extinguished the fire. All five occupants were taken to hospital for minor smoke inhalation and $1,000 in property damages occurred.

Edson (2003)
Unattended candle caused fire death. The occupant of a single storey home left a burning candle in a ground floor bedroom on a upholstered table. The candle ignited materials on the table. The home was old (1921), contained a high fire load, and had no detection devices. When the fire department arrived the home was fully involved. The fire spread extremely quickly through the highly combusitble construction of the home and without early warning of the emergency from a smoke alarm, the occupant had no chance of survivial. The entire strucutre and its contenets were completely destroyed, causing $114, 060 in damages and one death.

Calgary (1994)
A christmas centerpiece with candles causes $11,000 in property damages. On Christmas Day shortly after dinnertime, a christmas centerpiece with lit candles started the dinning room table of a one story home on fire. Smoke and heat damage were spread throughout the home.

Fire Facts Topic List

In addition to candle fire safety, the Alberta Fire Commissioner's Office has a variety of other "Fire Facts" fire safety tip sheets. The following is a list of these topics, which are available on the Fire Commissioner's Office website at http://www.municipalaffairs.gov.ab.ca/mahome/fco/FireFacts.cfm or, which can be obtained by calling the office at 780-427-8392.

- Arson
- Barbecues
- Camping
- Candles
- Carbon Monoxide
- Children and Fire Curiosity
- Children and Smoke Alarm Safety
- Chimeneas
- Clothes Dryers
- Fire Basics
- Fire Escape Plan
- Fire Escape Planning in Apartments
- Fire Escape Planning for the Disabled
- Fire Escape Planning for Seniors
- Fire Extinguishers
- Fire Sprinklers
- Fireplaces
- Fireworks
- Gasoline / Flammable Liquids
- Halloween
- Home Hazards
- If You Are Burned
- Kitchen Cooking
- Natural Gas
- Open-Air Yard Fires
- Propane
- Smoke Alarms
- Smoking
- Space Heaters
- The December Holiday Season
- Wildfires

2005 Fire Prevention Week Event Planner

The 2005 Fire Prevention Week Campaign provides an excellent opportunity for local fire departments to promote fire prevention and safety within their communities. Follow these tips for promotion of a successful Fire Prevention Week campaign in your community.

Working with Schools

Organizing partnerships with local schools is an essential part of communicating fire prevention and safety in your community. For the 2005 Fire Prevention Week, organize with your local schools to teach children important life saving messages.

- ❑ Make schools aware of the exciting upcoming Fire Prevention Week Campaign by contacting your local school principals and teachers early. Contact your district school board to get access to needed demographics such as contact names, numbers, locations and number of students attending. Meet with the school's principal to discuss the best strategy to deliver your messages.
- ❑ Order the FREE Children's Program Kit. This kit contains free children's fire safety activity booklets and free Fire Chief for a Day contest materials. At the very least, all you need to do is deliver the children's fire safety activity booklets to classroom children in your area. More details about the distribution of the Children's Program are included in this kit. This year a new provincial sponsor will supply the free kits.
- ❑ You may also want to deliver fire prevention and safety presentations, competitions, school fairs, learning stations, skits, displays, and/or other events and activities with your participating schools.
- ❑ You may also book and use the Alberta Fire Commissioner's Display boards, Hazard House or Sparky Costume to deliver your messages. Please call 780-427-8392 to make your booking (310-0000 toll free).
- ❑ Visit each classroom individually if possible and organize partnerships and strategies with local teachers, principles and community organizations and encourage their assistance in the preparation, delivery and participation in these events and activities.
- ❑ Ensure you notify students, parents and teachers of the upcoming events at the school by providing the school with an article for their September school newsletter, a take home letter for parents or by delivering a special presentation at staff or principle's meetings (a newsletter article and parent letter have been included in this kit for your use and distribution).
- ❑ Reward teachers and students for their participation! For example, the group with the highest number of entries from the Children's Activity Booklet or best promotion of fire prevention and safety presentations – wins!

Community Events and Activities

Make fire prevention and safety education a community event. Hold activities that can be attended by members of your community and partner with local business to promote and finance your events and activities.

How to set up a community event

- ❑ Determine your audience (most likely parents and kids).
- ❑ Decide what you want to achieve. You'll want to make sure that your activities reinforce the theme: "It's Fire Prevention Week: Test Your Smoke Alarms"!
- ❑ Keep it brief. Generally, the public won't attend an event that requires hours of their time.
- ❑ Make your events fun and interactive for your audience.
- ❑ Pick a date. Ensure it is held at a time when most of the people in your community are available. Check your community calendar to avoid scheduling conflicts (Saturday and Sunday afternoon are the usually the best time to organize these events).

- ❑ Ensure adequate staffing and equipment. Have back-ups.
- ❑ Dress for success.
- ❑ Provide fire prevention and safety handouts for all age groups.
- ❑ Include refreshments and prizes to draw public interest in your event. Arrange sponsorship for these items.
- ❑ Get participation from the top. The presence of high-ranking fire and other community officials will enforce support of your event.
- ❑ Promote your activities. Your event won't be a success if no one knows about it. Send out news releases, flyers, advertisements, and letters to local media and community members.
- ❑ Evaluate your program.

Activity and Event Ideas

Community-wide fire drills

Holding a community-wide fire drill is a great way to motivate positive behaviour change to reduce the risk of death in your community. It also serves as a good media hook, helping to raise your fire department's profile and reinforce the important role of public safety education in saving lives.

- Have residents in your municipality develop their own escape plans and practice them with the rest of the community during a specific time.
- At the pre-arranged time, sound the fire station alarm(s) or other signal to alert the community that the drill has begun.
- Keep your fire station open to the public in order to congratulate and celebrate with the families that took part in the dire drill.

Interactive Learning Stations

Make fire prevention and safety an interactive experience by creating learning stations. Take the learning stations to a local school, mall, retail store, or other community location where children and their families can get together. Your stations could include some of the following topics:

- Smoke alarms: sounds, purpose, and placement
- Home fire escape planning
- Crawl low under smoke
- Stop, drop, and roll
- Matches, lighters, and candle safety
- Arts and crafts centre

Community Smoke Alarm Installation Program

A smoke alarm installation program is an excellent opportunity to reach high-risk residents in your community and teach them about the importance of smoke alarms, proper placement, testing and maintenance in their own homes.

- Begin your program by targeting high-risk residents for visitation. Focus your efforts on specific groups or neighbourhoods with high fire incidents.

Open House

An open house at the fire hall provides an excellent opportunity to educate the public about fire prevention and safety as well as the varied activities and community service of the fire department. You may want to include activities such as:

- Tours of the station
- Presentation of fire apparatus and equipment
- Safety stations

- Skits, songs or other performances
- Fire extinguisher demonstrations
- Hose demonstrations
- Training exercise demonstrations

Fire Safety Displays

- Organize fire prevention and safety displays and booths at local malls, schools, and community halls.
- Use this opportunity to educate the public about important life saving messages, such as the importance of an early warning of smoke and fire danger, by highlighting the importance of smoke alarms and their placement, maintenance and replacement; home fire escape plans, home hazards and home fire safety.
- Book the displays available from the Fire Commissioner's Office to enhance your message. Call the Fire Commissioner's office at 780-427-8392 to make your booking (310-0000 toll free).

Fire Safety Fairs

A fire safety fair provides fire departments an opportunity to interact with their community through participation in fun and exciting activities. Invite school representatives, the media, and of course the mayor!

- Auto extrication demonstrations
- Smoke house shows
- Interactive learning stations
- Fire Safety House
- Hose and target competitions
- Jr. firefighter obstacle course
- Fire extinguisher practice

Working with the Media

Fire Prevention Week is an excellent time to work with the local media (radio, television, magazines, newspapers) to deliver and promote your fire prevention and safety messages. Follow these tips to help facilitate partnerships with your local media.

- ❑ Develop a good partnership with your local media representatives well in advance of Fire Prevention Week to educate them about the importance of fire prevention and safety education.
- ❑ Send out a news release to media outlets in your community. Identify your Fire Prevention Week activities and provide a schedule of your events. Invite the media to attend.
- ❑ Follow up by calling your media contacts and building their interest in the campaign. Provide them with the public safety announcements, statistics, candle fire tip sheets, graphics, advertisements, and activities included in this kit. These items can be copied or downloaded from the Fire Commissioner's Office website (www.municipalaffairs.gov.ab.ca/fco) for easy use by the media. Also, provide pictures and activities of your own fire department and personnel. Encourage media participation by holding contests, handing out prizes and/or recognizing their efforts with a certificate.
- ❑ Fire departments in municipalities whose local newspapers belong to the Alberta Weekly Newspapers Association (AWNA) are encouraged to work with the newspaper's publisher as the Fire Commissioner's Office holds a yearly contest for those AWNA newspapers that provide Fire Prevention Week coverage, awarding certificates and plaques to those with the best coverage. Encourage your local AWNA newspaper to spread fire prevention and safety messages by providing pictures, prevention and safety information, and a list of your activities. You may want to recognize their efforts by providing prizes and a certificate.
- ❑ You may also want to organize an interview with local television stations. Prepare exciting posters, graphs, charts, and pictures. Encourage the media to advertise your message by explaining these exciting attention grabbers, which will likely encourage them to advertise your activities as they encourage good viewer ratings.
- ❑ A sample news release is available on the following page for you to download, copy, and distribute.

Fundraising

Local business leaders are important to a successful public safety campaign. Use these tips to create a visible role for local sponsors.

Requesting sponsorship

- ❑ Start early. A successful fundraising effort takes time.
- ❑ Develop a list of potential sponsors and participants. Ensure you include those organizations associated with safety and include high profile organizations, such as major sports teams or role models. Approach as many of these potential sponsors as possible.
- ❑ Develop a budget for your campaign and a 'wish list' of supplies, refreshments, and fire safety materials that you need. By developing wish list of supplies, you can help sponsors identify the items that will be most valuable to you.
- ❑ Find ways to provide credit to your sponsors for their help, such as adding logos to handouts and giving acknowledgement in news releases.
- ❑ When asking for sponsorship, consider drafting a letter. Be specific about what you need and how you will give credit to their organization. Help them understand why fire safety is important and how the campaign will positively affect the community's or their organization's well-being. Be prepared to answer questions about where their funding will be used and listen carefully to what they want to give - they may offer something that you hadn't thought of. Remember to gracefully accept whatever they can provide.
- ❑ A sample fundraising letter is available on the following page for you to download, copy, and distribute.

How sponsors can support Fire Prevention Week

- Display and hang Fire Prevention Week banners and posters in offices, windows and outside storefronts
- Pass out fire safety materials and FPW advertisements to customers and clients
- Lend space for events and activities
- Donate prizes, products and materials
- Donate money
- Local media can donate airtime
- Donate volunteer time

Sample Fundraising Letter

Copy this letter on your fire department letterhead and fill in the blanks for a ready-to-use fundraising appeal.

Dear [name of contact]:

[Town/city/] Fire Department is joining the Alberta Fire Commissioner's Office to promote fire prevention and safety during Fire Prevention Week, October 9-15, 2005. This year's theme is "Use Candles with Care: When you go out, blow out!" Candles may look nice, but they're a growing fire threat in our community. Our goal is to get the word out to local families about candle safety.

I'm writing to ask [name of company/organization] to support the [town/city/] Fire Department as we encourage community residents to 'use candles with care.' [Town/city/] is planning to promote this safety campaign through [list activities that require funding, such as open houses, parades, safety fairs, community-wide smoke alarm installations, school and store visits/presentations, etc.] Your financial support would help us purchase and distribute [list materials] at these events. By contributing $___, you'll be demonstrating your commitment to the essential work of fire prevention, and making [town/city/province] a safer place.

In return, we'll recognize your support by [clearly explain how you plan to promote the organization's support of FPW in your community].

Because we all know that [name of company/organization] cares deeply about the well-being of families in our community, the [town/city/] Fire Department thinks you would be a natural partner for our exciting, upcoming Fire Prevention Week efforts. Through [name of company/organization's] support, the [town/city/] Fire Department will reach more [town/city/province] residents than ever.

I've enclosed some Fire Prevention Week materials to help familiarize your with the program. I'll follow up with you next week, and look forward to speaking with you about ways we can work together to make [town/city/province] a safer place. I can be reached at [phone number] if you have any questions. Thank you for your consideration.

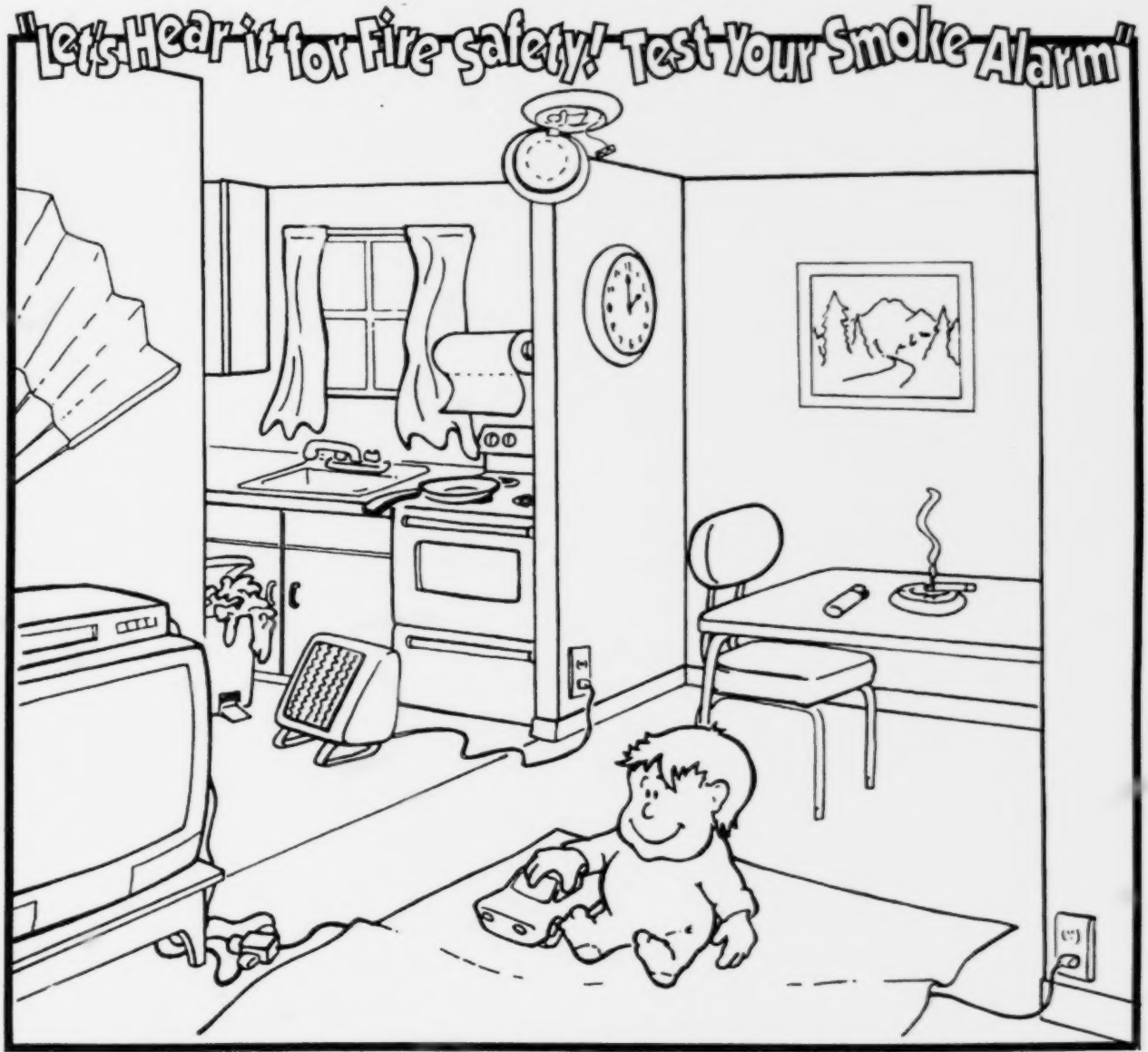
Sincerely,

[Your name]
[Title]

Fire Prevention Week: Activities

The following activity items may be duplicated for use in local newspapers, on television and in other publications, or may be distributed to schools or at public events where fire prevention and safety are promoted. Please use these activities to enhance your Fire Prevention Week programs.

The first activity below may be used as a colouring contest or home hazard check activity. Have kids circle the hazards in this home.



"Find the Hazards"

flammable liquids

Put Them in their Place!

Use the code below to decode these fire safety messages.

1 = I	2 = A	3 = Y	4 = D
5 = F	6 = N	7 = L	8 = B
9 = U	10 = S	11 = T	12 = M
13 = G	14 = E	15 = Q	

1 Always store __ __ __ __ __ __ __ __ __ liquids away from heat sources. 5 7 2 12 12 2 8 7 14

2 Gasoline and other flammable __ __ __ __ __ __ __ should never be stored in the house. 7 1 15 9 1 4 10

3 Gasoline is a common example of a flammable liquid that can easily __ __ __ __ __ __.
1 13 6 1 11 14

4 The vapours from flammable liquids __ __ __ __ __ __ explode near fire or heat. 14 2 10 1 7 3

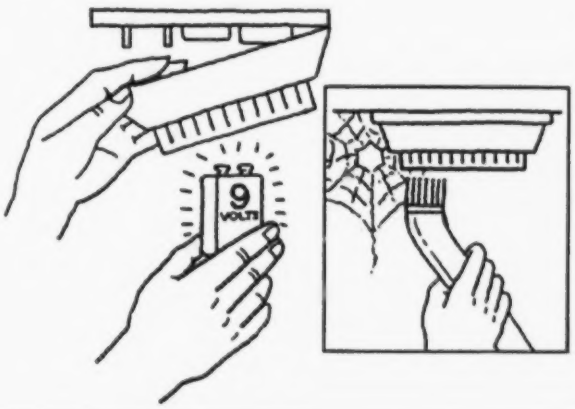
STOP! did you know... ▪ Never refuel a small engine like a lawn mower when the engine is hot. ▪ Flammable liquids should be kept in approved containers, outdoors in a well ventilated area. ▪ Only use flammable liquids for their intended use. ▪ Playing with fire and flammable liquids can cause serious burn injuries and fires.

Let's Keep Our Smoke Alarms Working!

Smoke alarms save lives –
but only if they're working!

Test smoke alarms every _____

Clean smoke alarms twice a year.
Replace the _____ once
a year or as needed.



The whole family must know the
_____ _____ plan.

WORLD SERIES OF FIRE SAFETY

STEP UP TO THE HOME PLATE!

Batter Up!

Crawled low under smoke.
Move ahead 3 spaces

Tested Smoke Alarms.
Move ahead 4 spaces

Know a smoke alarm sound.
Move ahead 3 spaces

Screen on fireplace.
Move ahead 1 space

Touched BBQ lighter.
Move back 2 spaces

Practised home escape plan.
Go again

Touched something hot.
Lose a turn

Cooled a burn in cool water.
Move ahead 2 spaces

Played with matches.
Move back 3 spaces

Slept with bedroom door closed.
Go again

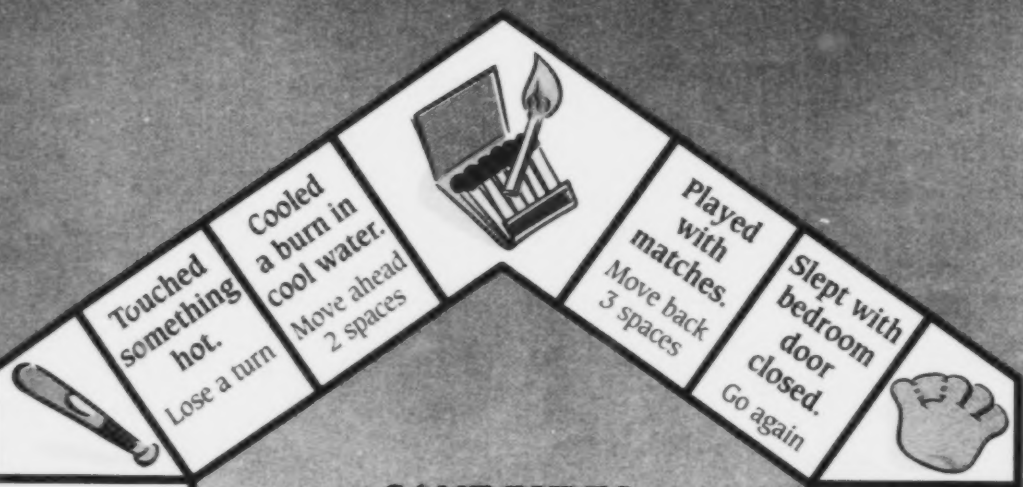
GAME RULES

- Start the game at the "Batter Up" sign.
- Flip a coin to move along the fire safety squares.
- HEADS – moves you 2 spaces.
- TAILS – moves you 1 space.

Land on fire safe actions and you keep moving ahead. Land on unsafe actions and you go back! Land on a picture and you wait for your next turn. The first person around the plate is the Fire Safety Champ!

WORLD SERIES OF FIRE SAFETY

STEP UP TO THE HOME PLATE!



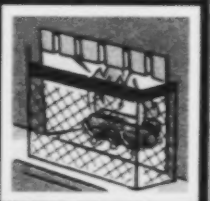
Practised home escape plan.
Go again

Touched BBQ lighter.
Move back 2 spaces

GAME RULES

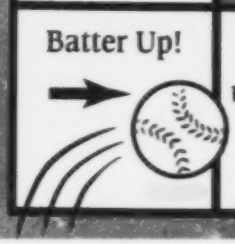
- Start the game at the "Batter Up" sign.
- Flip a coin to move along the fire safety squares.
- HEADS – moves you 2 spaces.
- TAILS – moves you 1 space.

Land on fire safe actions and you keep moving ahead. Land on unsafe actions and you go back! Land on a picture and you wait for your next turn. The first person around the plate is the Fire Safety Champ!



Screen on fireplace.
Move ahead 1 space

Know a smoke alarm sound.
Move ahead 3 spaces



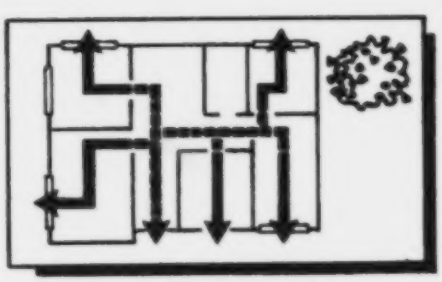
Crawled low under smoke.
Move ahead 3 spaces

Tested Smoke Alarms.
Move ahead 4 spaces

Fire Escape

Plan your fire escape routes and teach your children the possible exits they may have to use.

Draw a plan of each level of your home. Show at least two ways out of each room and plan a meeting place outside.



SAMPLE FLOOR PLAN

Fire Prevention Week Fire Department Participation Survey
October 9-15, 2005

Please complete the following survey and fax it back to the Fire Commissioner's Office at 780-427-5898 before October 31, 2005.

1. **Did your fire department promote Fire Prevention Week 2005?** Yes No
   If you answered no to this question, please skip to question # 8

2. **Did you use the Fire Commissioner's Office Fire Prevention Week Campaign Kit to assist you with your Fire Prevention Week activities?** Yes No

3. **How useful were the Fire Commissioner's Office Fire Prevention Week kits in assisting you with your local Fire Prevention Week activities?**

   1 (Poor) 2 (Average) 3 (Good) 4 (Very good) 5 (Excellent)

4. **What Fire Prevention Week activities did you conduct for your local community?** (Check ☑ all that apply)

   - ☐ School presentations
   - ☐ Open house
   - ☐ Fire drills
   - ☐ Fire safety fair
   - ☐ Fire Chief for a Day Contest
   - ☐ Smoke alarm installation program
   - ☐ Children's Activity booklets
   - ☐ Learning stations
   - ☐ Fire safety displays
   - ☐ Smoke alarm give away
   - ☐ Media advertising
   - ☐ Contests
   - ☐ Home fire safety inspections
   - ☐ Other_____

5. **What audience(s) did you target for your Fire Prevention Week activities?** (Check ☑ all that apply)

   - ☐ Families
   - ☐ Adults
   - ☐ General public
   - ☐ Children
   - ☐ Seniors
   - ☐ Aboriginals
   - ☐ Low income
   - ☐ Rural audience
   - ☐ Urban audience
   - ☐ Other_____

6. **What partner(s) did you work with to conduct your local community activities or events?** (Check ☑ all that apply)

   - ☐ Local schools
   - ☐ Local media
   - ☐ Local businesses
   - ☐ Health authorities
   - ☐ High profile community members
   - ☐ Safety groups
   - ☐ Local community centre
   - ☐ Other_____

7. **How did the above partner(s) support your Fire Prevention Week activities?**

   - ☐ Donate money
   - ☐ Donate volunteer time
   - ☐ Donate prizes, products, materials
   - ☐ Donate space for displays
   - ☐ Donate space for activities
   - ☐ Other_____

8. **How can the Fire Commissioner's Office provide better assistance to your Fire prevention Week activities next year?**

   _____

   _____

Optional

Organization:_____

Survey complete by:_____

Phone Number: _____

For questions or comments, please contact Te-Jay Smart at the Fire Commissioner's Office at 780-644-4692 (dial 310-0000 for toll free access outside Edmonton).